VILLA TO EXPELL AMERICANS: WASHINGTON, Dec. 16.—The thirty Americans now being detained by Villa at Madera may be expelled from Villa territory, as the Spaniards were at Torreon a year ago. They are not bleieved to be in any danger of being executed, according to advices received by the U.S. State Department today.

CONSPIRATOR JAILED IN CANADA: LETHBRIDGE, Alberta, Canada, Dec. 160—Proof that J. H. von Montford, a German who was sent here from Calgary for forgery a week ago and now in jail here, is Johannes van Koolbergen, wanted as the star witness in the prosecution of Baron von Bryncken and C. Crowley, at San Francisco, is contained in a letter written to him by his wife, according to authentic dispatches.

EXHIBITS GO TO SAN DIEGO: WASHINGTON, Dec. 16 .- The senate today approved resolutions authorizing the transfer of all government exhibits from San Francisco to the San Diego fair.

## ARIZONA SENTINEL YUMA SOUTHWEST

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ARIZONA SENTINEL FOUNDED 1870

# A Campaign For Better Rural Schools Urged by Secretary Lane

# GET BEHIND THE HOME NEWSPAPER, Necessity for Leadership and Large Co-operative ACCURACY IS A VITAL

The dead town!

Did you ever go into a town and, as you stepped from the train, have it strike you suddenly that the town was dead?

Have you ever had a town described to you as a "dead" town?

Have you ever stopped to these words "Dead town"?

In the last analysis, they mean just one thing-and that is that the merchants of the town don't advertise!

A dead town has certain positive aspects of demise which are as bald as a piece of crepe hanging on the door of a private house. The stores seem to be merely existing. Their shelves are covered with apparently the town grouch.

ed the town, they knocked business. they knocked the mail order house. They were continually complaining that other people did business and SIM FREUND PLANS to be able to sell anything. They sure guessed it was the town. Yes, that was it-the town.

If you asked the merchant if he advertised, he would have looked at you with amazement. What was the it to the mail order houses. No, he

town and what will you see? The mer- getting the public in general acquaintchants have attractive displays in their ed with his beautiful, low-priced stock stores. The daily or weekly news of merchandise. papers are filled with big announce. As he announced through handbills der house great.

the association the local newspaper is will buy in the line of Christmas gifts. Japanese in California now to man and can be prepared by the Southern Pa- O FALTIN DECLARED INSANE O opinions with Austria and will decline pushing, pushing, pushing. Everybody

If you want a live town, get behind reporter these very words: the newspaper and the newspaper will "On these evenings I will place my do the rest. Forget the timeworn ar- merchandise before the public at such are alive. The surest test of a live have any hair on their 'cabeza.'" boosters do their share.

-they are good and strong.

(Associated Press) TOKIO, Dec. 16 .- Italy's ratifica to China the note from the Entente analyze just what is meant by Powers protesting against the re-entab

MILAN, Dec. 16-Secolo a serts that unsaleable goods. The storekeepers the British government has warned seem to be vying with each other to Italy that German emissaries have resee which will win the first prize as cently left the United States for the gests the need for a national any of our other industries during the ful standards. And it is these that purpose of committing acts of violence If you talked with them, they knock- against Italy, especially against their merchant shipping.

Sim Freund, the well known haberuse of advertising when business was dasher of Main street, has added to so bad. People who had money to his stock of gents' furnishings a great spend, he would tell you, were sending variety of toys, notions, jewelry, eatherware and other very attractive would say he didn't advertise! He articles suitable for Christmas gifts wouldn't thrown good money after bad and, in his usual way of originality, he On the other hand, go into a live has found a unique and novel way of

ments of special sales or low-priced and the newspapers, he will hold goods. They are not afraid of the during the coming week, between 7:30 Works, of California, today told the -advertising-that makes the mail cr. friend and American Demosthenes, United States properly; he declared yesterday, which goes to show that today. Honorable E. A. Freeman, for the purthat the Pacific Coast is now complete real work on the road is to start as The merchants have their local as- pose of showing to the public in gen- ly at the mercy of an Asiatic attack: sociation for mutual help, and behind eral what 25 cents or 10 cents or \$1.00 he said, further, that there are enough

Whenever Sim says something, he destroy every line of communication cific. is working and everybody is happy and always lives up to r.-this is well with the East. He urged setting aside known here in Yuma. And he told our small farm communities for military

guments that the paper is a dead one. low prices that some of the people's The paper is alive enough if the people hair will stand up straight-if they

town is a live newspaper, and a news. Mr. Freund will also have some nice paper can't be alive unless the town surprises for the visitors, in the form of presents.

If your cough is no better in the 0000000000000000 Hardware Co. morning, go to Peoples' and get some O TOYS-TOYS-TOYS-TOYS O 00000000000000000000 etti's; \$1.75 and \$2 per box.

tion having arrived, Japan forwarded OPPORTUNITY FOR THE NEWSPAPERS TO ASSIST

> 22,000,000 School Boys and Girls Our Greatest National Resource

> In his forthcoming annual report Secretary Lane sugschool. He speaks of Young school boys and girls, as the chief resource of the nation, and asks:

> "Are we doing all possible to develop this resource?"

His report continues: If there is any one of our institutions in which the American people

SENATOR WORKS HAS

BRILLIANT WAR SCARE

(Associated Press)

Schmidt is Mr. Michelsen's sister.

Effort to Give the Whole Country Knowledge of the Most Successful Country Schools.

take undisguised pride and of waich ership may be found in this country they feel justified in boasting, it is the most striking proofs of what can the public school system, for this is be done to tie our schools to our life. prise yet undertaken by any people. may be made to be, the very heart of The United States maintains a Bureau the community-social club and co-opof Education in this department, erative center as well as school. which, upon a small appropriation, col- There would seem to be nothing

governmental machinery.

wise. They pay for their support al- ment. We do not take with kindness most as much as they do for the sup- to an authority that is mandatory. army of 600,000 teachers at work. Ed- those who accept what is not the rethat it has made less progress than indifferent to useful methods and helpcampaign for a better rural past 30 years. With all the marvelous we can reveal. It is these that we people may produce to make life hap- than force the disconnected schools of America, our 22,000,000 pier and nature more serviceable, how the land to feel their way out or "mudtion to the methods of improving the but we may "show how," This is mind and skill of the young! We have democracy's substitute for absolutism hands that will make these very prac- Bureau of Education on precisely these tical people still more distinguished. lines, but in the activities of other ac-

'the greatest of American invention." The hope is eventually to make the and the most successful social enter- school what it should be, and easily knows many things.

lates as best it can the figures and visionary in such a hope. To effect facts which most inadequately ten the this evolution there is needed pristory of the growth and use of this marily leadership, and this the govmost brilliantly conceived piece of ernment must give if it is to realize its desire for a people who are both The American people are not indif- skilled and happy. The spirit of our ferent to their schools. Quite other- people is against a paternal governport of the entire federal government; There is a sound belief that a people n round numbers, three-quarters of a who make their own way are in the billion dollars a year, which keeps an end riper and of stronger fibre than very small part of the coun- a great country filled with newspapers on is indeed our foremost indus- sult of common determination. But try, from whatever point of view it this spirit of intense individualism tity of news must be gathered in an ful, the montebank are as scarce as may be regarded. Yet, I am assured does not make us independent of or extraordinarily short time. Accuracy exactitude is in psychology. record of what the mind of a quick should find and place in service, rather little can be shown as our cortribu- dle through." We may not command, gone to Europe to Italy, Switzerland, in the effort to secure efficiency. For 'ermany and Denmark chiefly- for such policy of helpfulness there is he new methods with which we have abundant precedent, not only in the experimented, and Japan has found a action of Congress in making minor way to instruct through the eyes and appropriations for the work of the

### NEUTRAL ZONE IN

(Continued on Page Four)

two kilometers on each side of the frontier, has been agreed upon bemail order houses because they have and 10:30 p. m., regular meetings at senate that a standing army of over in building the "Warrenite" read from tween Greece and Bulgaria, says an ofthe same means to reach the people his store with the assistance of our a million is necessary to defend the Yuma to Somerton, arrived in Yuma ficial announcement made public here

(Associated Press)

Red Pearmaines, Romanites and The board of supervisors late yes. Mission apples, \$1.75 per box at Santerday afternoon awarded the pipe con- guinetti's Apple Day, Saturday. 77-78

### Professor Hugo Munster-, is aimed at and attained to a remark berg is a professor of psycholProf. Munsterberg is provinicial, like ogy at Harvard. His head is many other dwellers in Eastern cities filled with ideas, and he in the small towns the people are But some things he doesn't county. Accuracy becomes a deadly

know. For instance, he has necessity.

No reporter or editor who is worthy been taking a fling recently the name dares say he does not care at newspaper reporters, who, whether what he writes is true or not. he says, habitually distort His profession and his pride in it dewhat men say and do, and the has in him. Accuracy, attention to deprofessor regards this as a tail, truth are only some of the things bad thing for public morals. he must give to his paper.

Evidently the professor's Prof. Munsterberg may be a great try's press.

close to their newspaper. Frequently the editor knows everybody in the

experience has been with the Munsterberg may be a great psycholobig city newspaper; but the metropolitan press is but a until he learns that outside of Harvard, Boston and New York there is and newspaper men, and that in the On these newspapers a vast quan- lot the venal the deliberately untruth.

### AUSIRIA'S NOTE CONCERNING THE ANCONA IS DISAPPOINTING TO US

(Associated Press)

-Austria's reply to Lansing's note on the destruction of the Ancona is regarded, on the basis of unofficial reports from Vienna, is wholly unsatisfactory, unacceptable and disappointing to the U. S., and, as a result, it can about February 1, 1916. The Germans safely be said, that diplomatic are already rushing to completion the relations are at the breaking railroad from Damascus to the Egyp-

President Wilson and Secretary of State Lansing are reserving comment until the official text of the reply are across the desert. received; so far only the presa abstracts have been received. But it O to discuss the facts regarding the tor-O PHOENIX, Dec. 16,-William O pedoing and shelling of the Ancona, The construction company has now O Faltin, the condemned murderer O with the subsequent loss of American

Vienna Says It's All Right

VIENNA, Dec. 16 .- The situation as regards Austria Hungary and the United States is considered to have become less tense with the dispatch of a reply to the Ancona note.

Lengthy Message from Penfield WASHINGTON, Dec. 16 .- This afternoon the state department receiv company, which is a big feather in that O TOYS-TOYS-TOYS-TOYS O dor Penfield. The officials said it was O TOYS-TOYS-TOYS O 00000000000000000 port from the ambassador.

### WASHINGTON, Dec. 16. TEUTONS WILL TRY EGYPT DRIVE FEB. 1

(Associated Press) ROME, Dec. 16.-The Tuko-German assault on Egypt will probably occur tian frontier; and 300,000 Turks, under German officers, are now ready to attack the pipe lines carrying water

## WILL NOW MAKE PEACE

(Associated Press)

CHICAGO, Dec. 16 .- Members of the American League peace committee left for New York today to meet committees from the National and Federal Leagues tomorrow. It is expected that peace will be declared between the big leagues.

00000000000000000

### Yet here and there under rare lead-WORK STARTED ON

Six car loads of machinery, to be WASHINGTON, Dec. 16.-Senator used by the O. & C. Construction Co.,

leased a strip of land near the old gin, O whom Warden Sims refused to O lives. and will maintain its headquarters at O hang three weeks ago, was today O that point. Actual work on the road O declared insane by a jury; he O Mrs. Edward Schmidt and daughters has already begun by the tearing out O will not hang January 7, as per O are here from Los Angeles to spend of the wooden culvert on Third street. O schedule. Christmas with the Geo, Michelsen Large printed signs are being placed 00000000000000 family. The Misses Ella and Urela near that point to apprise people that are quite well known in Yuma, havin, the road at that point is temporarily visited here a number of times. Mrs. closed.

Useful Xmas gifts at the Yuma tract for this part of the good roads of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Menthal cough drops O E. F. Sanguinetti Furniture Dept. O Description of his eucalyptus Ment